

Characteristics That Influence the Consumer Retention in Advertising

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Abstract- Through this paper, we are trying to analyze the possible characteristics that influence the ability of a consumer to recall a specific brand or a specific feature of a brand. Through this paper, we also study certain characteristics that we possibility think can influence the brand recall of consumers and have tried to check whether these factors and the consumers ability to recall information have any kind of relationship which could help marketers develop appropriate marketing strategies.

Index Terms- Consumer Retention, Communication Strategy, Brand Recall, Advertising, Target Audience

I. INTRODUCTION

Growth and success are about more than landing new clients; they're also about retaining current one. According to McKinsey, "Even small differences in net-revenue churn have very real implications for a company's top line." In fact, a 5 percent increase in customer retention rates can increase profits by 25 to 95 percent.

As per Michael Levy (2008), "Only 0.25 percent of the actual amount spent on advertisement gets converted in real cash inflow and potential prospects." Thus, it becomes extremely necessary for firms as well as for brands to make sure that their presence is known to the customers in the market even if they are surrounded by a number of competitors. Recruiting new customers costs five times as much as retaining current customers. It is 16 times as costly to build a long-term business relationship with a new customer as compared to simply cultivate the loyalty of an existing customer.

When we speak about the FMCG sector, it is well known not only to marketers but also to lay man that "*jo dikhta hai who bikhta hai*". It becomes extremely crucial for any brand in this sector to make that customer remembers his product or service above his/her competitors to make sure that they are able to survive in this ever-growing competitive market.

Let's take help of a well-known marketing model to understand why it is so crucial for advertisers or marketers in this segment of product range to pump up their marketing game.

Fig. 1

	Thinking	Feeling
Significant differences Amongst Brands	Thinker	Feeler
Few Differences Amongst Brands	Doer	Reactor

Fig 1 represents the FCB matrix which helps in categorizing products based on two major criterions, namely, the time and efforts that individuals takes to purchase the product vis-a'- vis the influence of his/her emotions v/s cognitive ability on the purchase decision.

When we talk about the FMCG sector, the majority of products lie between the Habitual and Satisfaction window of the matrix.

If you look at the hierarchy that follows when a consumer purchases a product which falls under the habitual spectrum, he/she shall first purchase the product first and then learn about the product, namely it's features, benefits and cost benefit, after which they shall take the decision to do a repeat purchase or not. When we look at the satisfaction spectrum of the FCB matrix, the consumer shall first purchase the product and then as soon as he/she consumes or uses the product, they shall make a decision regarding the product on the spot and after which they shall revolve their learning regarding the product based on this decision that they made at the second decision.

Thus, we can clearly see that if the marketer wants to have the lion's share of the market, it becomes necessary for them to make sure that the consumers at least tries their product. For making sure that the first stage takes place, advertising plays a crucial role.

Let's take the example of Maggi. The brand was able to penetrate the market so well that now the product is known by the brand name and not vice-versa.

The major reason behind this, is the influence of advertising on the consumer's mind. Nestle has made sure that while advertising for Maggi they establish an emotional connect with the audience by showing testimonials of mothers, sharing their stories of how Maggi has been a trusted companion of either their children's hostel life or their midnight cravings.

Even today, in the digital age, brands are dependent on Tvc's to run reminder ads to make sure the consumer has top of the mind brand recall for their product. When the consumer enters the shopping centre or the mall, he/she should immediately recall the brand, instead of the product that they want to purchase. The gist being, if a housewife wants to buy a soap, the first thing that should pop up in her mind is that she needs to buy XYZ soap and not that she needs to buy the product soap.

Through this research paper we are trying to analyse and possibly find out the common characteristics that could help in increasing consumer retention through advertisement in the FMCG sector.

II. LITERATURE REVIEW

The paper of (Singh & Churchill, Arousal and Advertising Effectiveness, 1987) talks about arousal in advertising and how due to the skyrocketing prices in advertising, there is a growing need for advertisers to use different techniques to make their advertisement stand out and be remembered. One such technique that the paper looks into is the arousal technique. It refers to where the consumer's need for arousal is tapped, which resides in the part of the brain along with prestige. There is a correlation discussed between these two feelings.

(Singh & Cole, 1993), have analysed the impact of the length of television advertisement on consumer retention. They have tried to test whether a 15 seconds long ad is the perfect span for advertising. Their research clearly stated that the length of ad did not influence the consumers ability to have higher brand recall, however, surely showing ads on a repetitive basis had a greater impact on the consumers ability to recall the brand at the time of purchase. However, their study also highlighted the fact that longer ads were extremely helpful in case of ads having an emotional appeal as compared to infomercials.

(Magatef & Tomalieh, 1998) have, through their research, explained the impact of consumer loyalty programs on the consumers retention capability. A company or a firm who is able to adopt excellent CRM strategies leading to greater customer engagement are able to attract more and more attention of the customers thus leading to greater brand recall.

(Benjamin, 1999) viewed the very fact that consumer satisfaction remains a worthy pursuit among the buyer marketing community. (Benjamin, 1999) suggests that „customer satisfaction is that the core philosophy of selling strategy of any organisation and plays a key role in an organisation success. He opines that customer satisfaction is significant for the brand loyalty because it is a crucial reason to connect someone with a specific brand. Customer satisfaction has traditionally been considered a fundamental determinant of future customer behaviour.

With reference to the research paper of (Anderson, 2000), the theory of customer service and satisfaction is about retaining customers. Loyalty remains the key element. It is by nature an

intensely practical theory. Without a firm grasp on the essential principles of customer service, a firm cannot survive.

As per the findings of (Gunasekara, 2001) when it comes to high involvement products, consumer retention plays a larger role in influencing the sales. When a consumer wants to purchase any product, wherein he/she requires to put in more efforts, they automatically don't remember brands unless and until the product offered by the brand has a USP or the brand has been able to create trusts amongst peers and family generations. Quoting the example of an airline firm, he jumps into the depth of the influence of buying behaviour on consumer retention, wherein he states that consumer retention acts as a moderating as well as intervening variable for the purchase of the ticket.

(Krishnan & Govindarajanadan, 2003), from the responses which they got, they ranked the factors in the order of their contribution towards customer retention namely, building company image, eliminating service irritants, selling various product items, satisfactorily selling all service-related problems, providing benefits offered by the competitors, assisting customer making a brand choice.

According to (Ranaweera & Roy, 2003) the more satisfied customers are, the greater is their retention, the positive word of mouth generated through them and the financial benefits to the firms who serve them. It is not surprising therefore that the elemental aim of firms is to hunt to manage and increase customer satisfaction a minimum of during this era of competitive global marketing.

(Venetis & Ghauri, 2004) revealed in their study that service quality has given contribution to the long-term relationships and customer retention. According to social identity theory, people tend to classify themselves into different social categories this would lead to evaluation of objectives and values in various groups and organizations in comparison with the customer's own values and objectives.

(McCoy, Everard, Polak, & Galetta, 2007) in their paper talk about how making a quick impression is important and how making a good one is necessary. It delves into the opening moments of advertisements which determine whether or not an advertisement will command viewers to keep listening and paying attention. It is a brief yet insightful paper into the merits of having advertisements open with certain traits such as colour and size of text, which keeps consumers hooked on to the advertisements.

According to the study of (Kaanapali & Hartanto, 2009) the hotel image and customer satisfaction with the performance of housekeeping, reception, food and beverage, and price had a positive impact on customer loyalty.

The paper of (Zigmond, Dorai-Raj, Interian, & Naverniok, 2009) discusses the use of a model in order to predict which ads are best suited to be aired on TV, when advertisers may have a few options. The model requires all the different variants of the advertisement to be run already, in order to analyse the data which that advertisement will generate. The model analyses advertisement quality by keeping factors such as time of day, network, recent user behaviour and household demographics constant. By judging the advertisement quality, it becomes easier for advertisers to choose which advertisements to pick as spots are often very costly, have shorter durations and can form first impressions very quickly. The paper illustrates multiple quantitative factors with the help of graphical illustrations.

According to the study of (Kuusik, 2009) which revealed the four analysed factors affecting customer loyalty (satisfaction, trustworthiness, image and importance of relationship) are playing different role on the varied levels of customer loyalty. Brand image can affect loyalty in two ways. Firstly, in terms of personal nature, i.e., inner attributes and the other one being the social identity theory (Faisan, Bahara, Zunad, & Aizani, 2011) were of the opinion that satisfaction could also be a critical scale of how well a customer's needs and demands are met while customer loyalty could also be a measure of how likely a customer is to repeat the acquisition and have interaction in relationship activities. They were of the opinion that customer satisfaction features a positive significant relationship with customer loyalty. They also concluded that it is impossible to have loyalty without satisfaction.

According to (Badshah, Zafira, Sitaphalwala, & Samrudhi, 2012), consumer satisfaction may be a critical focus for effective marketing programs.

(Yi, 2013) stated that consumer satisfaction could also be a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product or service. Consumer satisfaction is considered how consumers can get more benefits than their cost

(Hammadi & Qureishi, 2013) highlight in their paper about the zeigarnik effect, which talks about how consumers are more likely to remember tasks that are unfinished compared to tasks that are finished. The paper illustrates how there is a potential link that advertisers can exploit in order to make advertisements that consumers can retain better. It suggests ending advertisements abruptly or to leave the viewers on the edge of their seats.

The paper written by (Afeche, Araghi, & Baron, 2016) looks into how advertisements are an effective way to conduct CRM and retain consumers to their brand. It is relatively less pertaining to our research objectives. However, it is an unorthodox way of retaining consumers to the brand, which is what other papers we reviewed point towards as well. The paper has outlined a mathematical problem-solving method to calculate consumer response to advertisements put out by clients

RESEARCH GAP AND PROBLEM

Based on past research, we can surely understand that marketers and researchers have given grave importance to consumer retention as a factor for being successful in the competitive market. Past research has analysed various factors which could possibly influence the ability of the consumer to remember the advertisement or the product feature. However, these papers have either focused on one particular aspect which influences consumer retention or focused on a particular firm.

In this paper, we are trying to identify and analyse multiple characteristics which could influence the ability of the consumer to remember advertisements and product features.

Also, out of all the research papers that we have analysed, none had considered societal issues, culture and participative campaigns as a factor that influences the ability of the consumer to remember advertisements and product features.

Thus, through this paper, we are trying to overcome these limitations by going into the depth of various factors which influence consumer retention.

This brings us to our problem definition. We have identified our research problem to be as, 'to identify and establish a relationship the factors that influence consumer retention'. This can be further broken down into three parts

People	The consumers
Problem	Factors Influencing Consumer Retention
Phenomenon	The relationship between the factors that influence consumer retention and consumer retention

RESEARCH OBJECTIVES

The study has been undertaken with the following objectives

1. To identify the possible factors that influence consumer retention
2. To establish a relationship between the factors and consumer retention.
3. To understand if it is possible to leverage the benefits of all these factors in one advertisement.

RESEARCH METHODOLOGY

1. Research Design

For the purpose of this study we have made use of descriptive research design along with exploratory research design. Descriptive study as we shall be describing the factors influencing consumer behaviour in depth and Exploratory study as we shall be undertaking an expert opinion survey and based on the responses from the experts, we shall undertake consumer survey. Under descriptive, a single cross-sectional research design has been undertaken to study the respondents at a particular point of time

2. Data Collection Method

To collect primary data, survey method was used, wherein the respondents were called and interviewed. Also, to get responses from the experts, the questionnaire was mailed to them

3. Sampling Design

The sampling population were the consumers residing in Mumbai. The sampling method used was convenience sampling, which is a non-probabilistic sampling method as we didn't have a predetermined database of samples. The sample size consists of approximate 171 consumer respondents and 4 experts.

4. Data Analysis Tool

The data that was collected from the respondents were analysed using graphical as well as statistical tools such as mean.

DATA ANALYSIS

We enlisted certain characteristics which we assumed might have a considerable effect on consumer retention. To establish the validity of the same, we interviewed experts as well as general consumers to gain a deeper knowledge of the subject matter. The characteristics which were identified for the research were

1. Age
2. Rotation
3. Type of Product
4. Tone of the Advertisement

5. Brand Ambassador
6. Culture
7. Social Issues
8. Participative Integrated Marketing Communication Campaign

AGE

All the experts agreed to the fact that age played a major role on the information that the consumer was ready to pay attention to or to remember the information shown to him/her.

With growing age, the focus of the individuals becomes selective. The process of selective perception becomes narrower and is largely dependent on the type of product which is being shown.

Mr Rao stated that with growing age consumers tend to focus more on advertisements which contain the product that they require at that particular life cycle stage. Many consumers towards the later stages of life, don't pay attention to advertisements containing luxury products at all as they don't feel the need to purchase such products.

Whereas, when you talk about the younger working-class generation, they pay a fair share of their attention span towards luxury and social status – based products, as at that point of life, a certain status quo needs to be followed to ensure their acceptance by the general society.

To reinforce this information, we questioned the respondents regarding their views on the same. We asked the respondents to rank the listed products from a scale of 1 to 5 wherein 1 represented that, the corresponding age group had the lowest probability to pay attention on the advertisement of the given product and 5 represented that the given age group who have the highest probability to pay attention on the advertisement of the given product.

	Below 18	18 - 25	25 - 40	40 - 60	Above 60
Washing Powde	1	1	4.8	4.5	5
Perfumes	1.05	4.5	4.15	3.8	2.09
Car	1	1	4.98	4.99	2.01
Chocolate	4.99	4.5	3.8	3.6	4.57

Table 1

The table above represents the mean of the data that was collected from the respondents. Washing powder represents the set of all the low involvement products which a consumer can buy as a habit. Here we can clearly see that the respondents believe that the working class of age 25 – 40 and the senior citizens are the ones that will pay the maximum attention to such advertisements as these commodities are the ones that these consumers will require variety seeking products the most. Perfumes represent the luxury products wherein consumers try to satisfy their status quo regarding the society. It is also considered as an accessory which the youth requires the most and this is represented by above table. The mean ranking given to the probability that the age group between 18 – 25 was 4.5 which was the highest amongst all of the age groups.

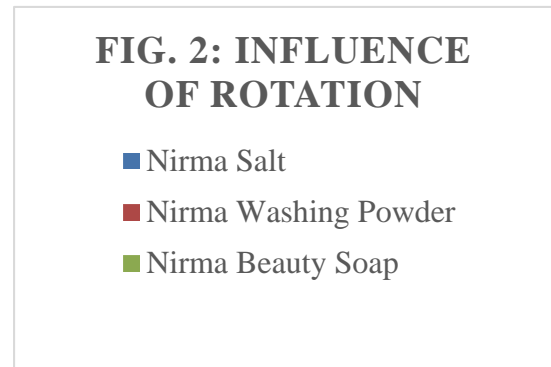
When we look at risky and self-expressive products such as cars, the decision of purchase lies in the hands of the bread earners

and hence, they are the ones who pay the maximum attention towards the advertisements of such brands to gain better knowledge and information regarding the product benefits and attributes. Low involvement products such as chocolates don't require a lot of effort and time and are rather purchased for the sake of variety or to give to someone else as a gift seen in the case of chocolate. The advertisements of chocolates are rather aesthetic and colourful to attract the younger audience's attention so that they are able to have greater brand recall.

ROTATION

Rotation basically refers to the number of times an advertisement is run during a particular time frame generally an hour. The experts believed that rotation and consumer retention had an extremely positive relation wherein higher number of rotations shall lead to a greater consumer retention and brand recall for the product.

To check this fact, we asked the respondents which of the given Nirma advertisements do they remember the most and all of the respondents remembered the oldest ad which had the renowned Jingle in it. Next came the Nirma Beauty soap advertisement, wherein 91% of the respondents remembered this advertisement featuring Sonali Bendre. However, the largest advertisement of Nirma featuring Hritik Roshan was the least



remembered of all the given options (14%). This can be cited to the reason that the first Nirma advertisement is remembered due the Jingle which was passed on from one generation to the other leading to continuous repetition. However, the latest ad didn't have many rotations across the channels. With reference to (KPMG & Google, 2019), the latest Nirma Advertisement had only 9 rotations in a day which was way less as compared to its competitor Tide which have 30 rotations in a day across various channels.

High Involvement	Learn – Feel - Do
Low Involvement	Learn – Do - Feel
Medium Involvement	Do – Feel – Learn

TYPE OF PRODUCT

According to the experts, the type of consumer behaviour plays a major role on consumer retention. The type of product is based on the consumer behaviour exhibited

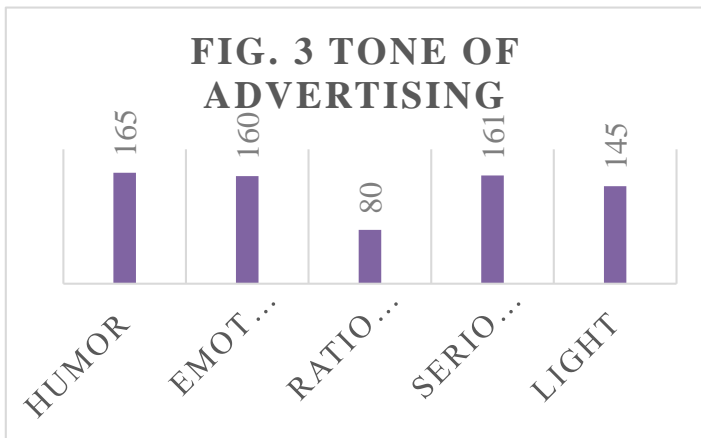
Adapted from (Belch & Belch, 2003)

The above table represents the basic process that is followed by a consumer while purchasing different kinds of products. Advertising can provide knowledge to the consumer regarding the

features and attributes of the product, however, for the consumer to remember these features, depends on the process followed by the consumer. If the product (such as insurance) is a high involvement product, then the consumer shall pay at most attention to the advertisement to learn the benefits and features of the product. Whereas, when it comes to low involvement products, a consumer learns through the experience that they themselves go through or hear from their close ones. Thus, the experts advise testimonial advertisements to establish trust and emotional connect with the consumer so as to boost retention of the consumer. Medium Involvement products are where the advertisers can hit a boundary to gain larger share of the consumers mind. The consumer first purchases the product and then learns from his/her purchase. To ensure that the consumer continues to purchase their product, the advertisers should continuously focus on showing consumers how their product is better than competitors so that the consumer has trust over their purchase decision.

TONE OF THE ADVERTISEMENT

96% of the respondents believed that they can remember the advertisements which were more humorous in tone as learning with laughter is considered as the best way to improve one’s memory. However, 94% of the respondents also agreed that they could remember advertisements much more serious in tone as they were more impactful and were able to generate suspense and emotions in the minds of the consumer. However, 93.5% of the consumers agreed that an emotional advertisement would remain in their minds for a very long period of time. This can be cited to the fact that Indians are more of feelers than thinkers and an emotional appeal is much more effective as compared to a rational one. The above data is represented in fig 3.



BRAND AMBASSADOR

To identify the effect of a brand ambassador, we made use of Jennifer Aaker’s personality scale, wherein we asked the respondents to rate the characteristics for Colgate Maxfresh as well as for Close-up on a scale of 1 to 5. The mean of these responses is represented in the table no 2 and 3.

Colgate Maxfresh has Ranveer Singh as their brand ambassador whereas Close-up has never had any brand ambassador till date. Also, the advertisements of both these products focus on the USP of the freshness given by the product and not on the source of the advertisement. By using

the Jennifer Aaker Brand Personality Test, we are trying to identify if consumers link the personality of the ambassador with the product.

Through the table, we can clearly see that the respondents have also considered Colgate as a daring, spirited, charming, outdoorsy and tough apart from the common characteristics between Colgate and Close – up. However, it is confusing to identify as to why a toothpaste shall be considered as outdoorsy or tough for the matter of fact. This can be linked to the consumer remembering the personality concepts of Ranveer Singh and linking the same to that of the product instead of just focusing on the personality concepts of the product itself. Thus, we can say that brands can leverage a brand ambassador to create a bias in the minds of the consumer regarding their product attributes and personality concept. This can be useful as; consumers normally purchase those products which fall in sync with their own personality type. (Belch & Belch, 2003). Thus, by using a brand ambassador whose personality and self-concepts match to that of the target audience, the brand can increase the chances of over the top brand recall.

Down-to earth (family oriented, small town)	4.5
Honest(sincere, real)	4.9
Wholesome(wholesome, original)	4.5
Cheerful(cheerful, sentimental ,friendly)	4
Daring(Daring, trendy, exciting)	4.9
Spirited(Spirited, cool, young)	4.9
Imaginative(imaginative, unique)	4.4
Up to date (up to date ,independent, contemporary)	4.6
Reliable(reliable, hardworking ,secure)	5
Intelligent(Intelligent ,technical, corporate)	5
Successful(Successful ,leader, confident)	5
Upper class(upper class , glamorous, good looking)	4.9
Charming (charming ,feminine ,smooth)	4.89
Outdoorsy (Outdoorsy, masculine, western)	4.67
Tough (tough, rugged)	4.77

Table 2: Brand Personality of Colgate MaxFresh

CULTURE

According to Mrs. Kumar, culture influences consumer retention in the same way as personality of the consumer influences the consumers’ retention ability. Now, if a consumer feels that the advertisement represents the same cultural nuances and background of the consumers culture, then he/she feels that they

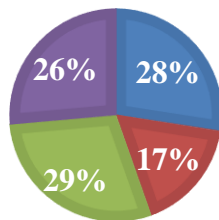
Down-to earth (family oriented, small town)	4.5
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Spirited(Spirited, cool, young)	4
Imaginative(imaginative, unique)	2
Up to date (up to date ,independent, contemporary)	3
Reliable(reliable, hardworking ,secure)	5
Intelligent(Intelligent ,technical, corporate)	3
Successful(Successful ,leader, confident)	3.9
Upper class(upper class , glamorous, good looki	1
Charming (charming ,feminine ,smooth)	1

Table 3: Brand Personality of CloseUp

are in their own comfort zone as it helps them to connect and understand the advertisement on a personal level. Thus, if the advertisement represents the local culture, it acts as an added advantage for the brand. Citing the examples of two brands, Mrs

FIG. 4: PURPOSE OF ADVOCACY ADS

- Spread Awareness
- Funding
- Encourage People
- Participative Campaigns



Kumar further explains, how Maggi tries to establish a connect with the audiences by showcasing the regional cultures, such as Punjabi, Maharashtrian, Gujarati and Madrasi Communities in their advertisements. Also, Parle Milk Bikis follows a different approach in the south wherein it focuses its USP of the product being made of pure milk and their advertisements always revolve around the Pongal theme, whereas, Parle Milk Bikis doesn't have a separate advertising strategy in other parts of the country.

SOCIAL ISSUES

As per Ms. Ganorkar, today's generation is a socially aware generation and wants brands to give back to the society and work for the betterment of the same. It is important for brands to indulge in CSR activities so as to increase their presence. Not only do focusing on societal issues provide the brand with a competitive advantage, but also help the brand to identify potential markets while solving the social problems. (Venetis & Ghauri, 2004)

Ms. Ganorkar further went on to explain that advocacy advertisements are often the choice of many brands as they help to inhibit social change across the consumer classes. She supported this statement with an example of Vicks, wherein by using Gauri Sawant as a brand ambassador, they were able to increase the acceptance of transgenders in the society.

When the respondents were asked regarding the same, figure 4 represents the answers given by them. Majority of the respondents agreed that the main purpose of such ads should be to encourage the people to either take action or inculcate the shown social change within themselves. Also, one more aspect highlighted by the experts was that using an emotional or serious tone along with social issues in the advertisements, helps the brand attract a larger audience towards the brand as well as the advertisement.

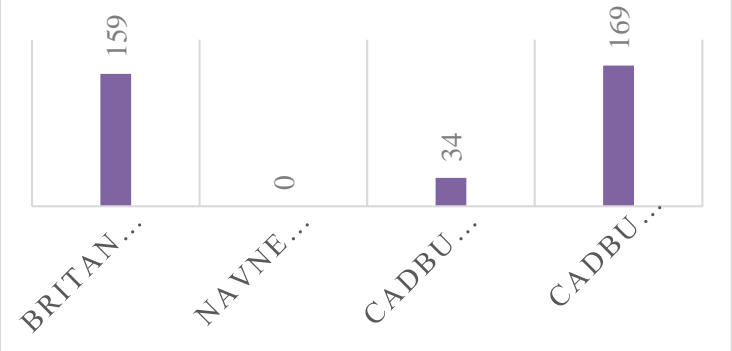
PARTICIPATIVE CAMPAIGNS

Participative campaigns can be considered as those campaigns wherein a consumer is also required to interact with the brand through different modes, instead of the brand just communicating, its message. (Badshah, Zafira, Sitaphalwala, & Samrudhi, 2012).

With the help of two participative campaigns and two non-participative campaigns, we tried to analyse, whether there was any kind of discrepancy in the consumers ability to remember each one of them.

The first campaign was the Britannia Kao, World Cup Jao campaign wherein the consumers were supposed to send the coupon codes to the brand to win tickets to the world cup. A whopping 93% of the total respondents remembered this particular campaign even though it was relatively old. Talking about the newer campaign which was Cadbury Madbury, wherein the consumers were supposed to go to the website to create their own mixes of the Cadbury chocolate, 99% of the total 171 respondents remembered this campaign. This can also be attributed to the fact that it was a relatively newer participative campaign.

FIG. 5: RETENTION OF PARTICIPATIVE CAMPAIGNS



However, speaking of the non-participative campaign, consumer didn't recall the Navneet advertisement at all, whereas the relatively newer Cadbury Dark milk featuring Aishwarya Rai was remembered by merely 20% of the total respondents.

This establishes the fact that if a consumer has to go out of his way to interact with the brand, there is a highly possibility that he/she shall remember the campaign, in turn remembering the product that the ad featured.

OVERALL INFLUENCE

The four experts were asked to rank all the eight characteristics that we identified which would influence consumer retention. The mean of the responses is represented in table 4.

Thus, based on the responses given by the experts, we can say that the no of times an advertisement is repeated, tone of the advertisements and consumers participation in the advertisement have a larger influence over the consumers ability to remember the product as well as the advertisement. However, all the other factors cannot be neglected as well, they hold if not more, but major importance, in influencing consumers retention

MAJOR FINDINGS

1. The life cycle stage of the consumer leads to selective perception and retention in the minds of the consumer as they pay attention to only those advertisements which contain the products that they need at that point of time.
2. Number of times an advertisement is repeated has a positive influence over the consumers ability to retain the product benefits and features.
3. Marketers need to give importance to the process that is adopted by the consumer while purchasing the product so as to draft the communication strategies accordingly
4. The most effective tones of advertisement which helps consumers remember the advertisement are humour, emotional and serious.
5. If the consumer is able to connect to the brand ambassador of the product and finds them in their aspirational groups, then the brand has a higher chance of top of the mind brand recall as compared to other competitors
6. By incorporating the local culture into their advertisements, brands can establish an emotional connect with the audience. Also, it helps in relationship building as the consumers sense a feeling of belongingness towards the brand
7. The generation of today believes that it is important for brand to spread awareness regarding burning societal issues and also do something to solve those issues.
8. Participative campaigns are much more effective in comparison to non-participative campaigns as, the consumer has to put in additional efforts to interact with the brand, in turn learning about the product features and benefits.

Table 4

Age	4.0
Rotations	4.5
Type Of Product	3.5
Tone of Ad	4.5
Brand Ambassador	4
Culture of the region	3.5
Social Issues in the Ad	4
Participative Campaign	4.5

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CONCLUSION

To survive in such a cluttered advertising environment, it is necessary that brands are able to establish themselves in the minds of the consumer. To do so, marketers need to consider a number of factors which could possibly influence consumer retention. By undertaking participative campaigns which encourage people to spread awareness regarding social issues, brands can leverage the benefits into increasing their brand recall.

Also, by selecting the brand ambassador whose personality is in sync with that of the target audience, they are able to gain a competitive advantage over the other brands, as the target audience is able to connect to the brand at a personal level.

By creating various permutations and combinations of the above mentioned eight factors, a brand position itself in the minds of the consumer in such a way that no competitive brand can disrupt their market position.

